As a still further alternative, the communication equipment 26 may be arranged to respond to polls from the central facility 28 in order to initiate the transfer of data to the central facility 28. Still other alternatives and combinations of alternatives are possible.--.

In the Claims:

Please cancel claims 25 and 36-47 without prejudice to their further prosecution, add new claims 48-50, and amend claims 1, 3-6, 10, 18, 24, and 26-30 in the following manner:

1.   (Currently Amended) A detection apparatus ~~for the detection of a media link embedded in~~ to identify a program comprising:

a tuner to tune ~~tuned~~ to the program; ~~and~~

a meter coupled to the tuner ~~and arranged~~ to ~~detect the~~ record a media link embedded in the program tuned by the tuner; and

a program identifier to identify the program tuned by the tuner based on the media link recorded by the meter.

2.   (Previously Presented)   The detection apparatus of claim 1 wherein the tuner comprises a scanning tuner.

3.   (Currently Amended) The detection apparatus of claim 2 wherein the scanning tuner tunes to a plurality of channels, and wherein the meter is arranged to ~~detect~~ record media links from programs carried in the

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tuned channels.

4.   (Currently Amended) The detection apparatus of claim 1 ~~further comprising a program identifier,~~ wherein the program identifier is arranged to identify the program directly from the media link.

5.   (Currently Amended) The detection apparatus of claim 1 ~~further comprising a program identifier,~~ wherein the program identifier is arranged to identify the program by accessing a content provider.

6.   (Currently Amended) The detection apparatus of claim 1 ~~further comprising a program identifier,~~ wherein the program identifier is arranged to ~~received~~ <u>receive</u> a manual identification of the program.

7.   (Previously Presented)   The detection apparatus of claim 1 wherein the media link is a URL.

8.   (Previously Presented)   The detection apparatus of claim 1 wherein the media link is a code referenced to a URL.

9.   (Previously Presented)   The detection apparatus of claim 1 wherein the media link is a trigger.

10.   (Currently Amended) A data acquisition system ~~for the acquisition of~~ <u>to acquire</u> identifying data from a program comprising:

a tuner to tune tuned to the program; and,

a meter coupled to the tuner and arranged to capture first and second program identifying datum data identifying the program tuned by the tuner, wherein the first program identifying datum is a media link embedded in the program which, when activated, initiates a request for information from a content provider via a network, and wherein the second program identifying datum is a program identifying datum other than a media link.

11.   (Previously Presented)   The data acquisition system of claim 10 wherein the tuner comprises a scanning tuner.

12.   (Previously Presented)   The data acquisition system of claim 11 wherein the scanning tuner tunes to a plurality of channels, wherein the meter is arranged to capture media links from programs in the tuned channels, and wherein the meter is arranged to capture second program identifying data identifying programs in the tuned channels.

13.   (Previously Presented)   The data acquisition system of claim 10 further comprising a program identifier arranged to identify the program from the first and/or second program identifying data.

14.   (Previously Presented)   The data acquisition system of claim 13 wherein the program identifier is arranged to identify the program by comparing the first and/or second program identifying data to corresponding first and/or second reference identifying data.

15. (Previously Presented) The data acquisition system of claim 10 wherein the second program identifying datum is a signature extracted from the program.

16. (Previously Presented) The data acquisition system of claim 10 wherein the data acquisition system is arranged to keep the second program identifying datum only if the meter fails to acquire the first program identifying datum.

17. (Previously Presented) The data acquisition system of claim 10 further comprising a program identifier, wherein the program identifier is arranged to identify the program directly from the media link.

18. (Currently Amended) The data acquisition system of claim 10 further comprising a program identifier, wherein the program identifier is arranged to identify the program by ~~accessing a content provider~~ <u>activating the media link to initiate the request for information from the content provider</u>.

19. (Previously Presented) The data acquisition system of claim 10 further comprising a program identifier, wherein the program identifier is arranged to receive a manual identification of the program.

20. (Previously Presented) The data acquisition system of claim 10 wherein the media link is a URL.

21. (Previously Presented)   The data acquisition system of claim 10 wherein the media link is a code referenced to a URL.

22. (Previously Presented)   The data acquisition system of claim 10 wherein the media link is a trigger.

23. (Previously Presented)   The data acquisition system of claim 10 wherein the meter is arranged to capture the second program identifying datum from the program only in the event that the meter is unable to capture the first program identifying datum from the program.

24. (Currently Amended) A program identification system comprising:

a tuner tunable to at least one of a plurality of channels;

a meter coupled to the tuner, wherein the meter is arranged to detect a media link embedded in ~~content ancillary information from~~ a program carried in a channel tuned by the tuner and to extract a broadcast signature from the program; and

a comparator arranged to generate a subset of reference signatures ~~compare the broadcast signature to a reference signature, wherein the reference signature is selected~~ from a library of reference signatures based upon the ~~content ancillary information~~ media link, and to compare the broadcast signature extracted by the meter to the subset of reference signatures.

25.   (Cancelled)

26.   (Currently Amended) The program identification system of claim ~~25~~ 24 wherein the media link is a URL.

27.   (Currently Amended) The program identification system of claim ~~25~~ 24 wherein the media link is a code referenced to a URL.

28.   (Currently Amended) The program identification system of claim ~~25~~ 24 wherein the media link is a trigger.

29.   (Currently Amended) A ~~The~~ program identification system ~~of claim 24~~ comprising:

        a tuner tunable to at least one of a plurality of channels;

        a meter coupled to the tuner, wherein the meter is arranged to detect closed captioning information from a program carried in a channel tuned by the tuner and to extract a broadcast signature from the program; and

        a comparator arranged to compare the broadcast signature to a reference signature, wherein the reference signature is selected from a library of reference signatures based upon the closed captioning information ~~wherein the content ancillary information is closed captioning information~~.

30.   (Currently Amended) The program identification system of claim 24 wherein, if the broadcast signature does not have ~~associated content ancillary information~~ an embedded media link, the comparator is arranged to

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generate a second subset of reference signatures ~~compare the broadcast~~

~~signature to a reference signature selected~~ from a the library of reference

signatures based upon a hash code, and to compare the broadcast signature

extracted by the meter to the second subset of reference signatures.

31.   (Previously Presented)   The program identification

system of claim 24 wherein the reference signature includes an identification

of the program.

32.   (Previously Presented)   The program identification

system of claim 24 wherein the broadcast signature includes the channel and a

time at which the broadcast signature is extracted.

33.   (Previously Presented)   The program identification

system of claim 32 wherein the reference signature includes an identification

of the program.

34-47. (Cancelled)

Please add the following new claims:

48.   (New) The detection apparatus of claim 1 wherein the media

link is a hyperlink.